

# Maclean's

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a copy



CANADA'S  
NATIONAL  
MAGAZINE

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JANUARY 15  
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In This Issue:

**The  
King-  
Hepburn  
Clash**













































# 600 BUICKS FREE

Each with 1000  
Gallons of Gasoline\*

\*\*\* ALSO 600 CASH PRIZES OF \$10<sup>00</sup> EACH \*\*\*



## 6 BIG WEEKLY CONTESTS

10 FIRST PRIZES EACH WEEK

EACH 1<sup>ST</sup> PRIZE IS A 1939 BUICK SEDAN

Each with 1000 Gallons of Gasoline—Standard Grade

ALSO 100 CASH PRIZES OF \$10<sup>00</sup> EACH WEEK

(Just complete this sentence in 25 words or less)

## WIN! START NOW!

*"I like Ivory Soap because..."*

**ENTER TODAY!** Enter often in Ivory's thrilling new Buick contest's 6-separate weekly contests in all! Send in as many entries as you like. Here's your golden opportunity of 1939 to win a big beautiful new Buick with enough cash to buy 1000 gallons of gasoline. Think of the carefree luxury of driving along green highways this Spring in your beautiful new Buick! And there are also 600 money prizes to be won—each \$10 in cash.

**THESE ARE WONDERFUL PRIZES** are offered because we want more people to learn what a pure gentle soap Ivory is—and how many uses it has in your home.

**WANTS TO HELP YOU WIN!** There are so many things to say about Ivory Soap. 1. Ivory is so pure and mild and gentle that doctors advise it for bathing the sensitive skin of little babies. 2. Millions of women have

learned that highly cleansing with snowy-white gentle Ivory Soap is a wonderful foundation for skin loveliness. They've made baby's gentle Ivory their own beauty treatment. 3. And what else in the world is quite as relaxing as a lukewarm Ivory bath with that big lake of Ivory floating conveniently within your reach? 4. Don't forget dishwashing! Ivory in your dishpan helps you keep your hands smooth and attractive. And it actually costs less to wash dishes with "Large-Size" Ivory than with granulated package soaps.

**IT'S EASY!** So sit right down now and write your ending to this sentence—"I like Ivory Soap because..." in 25 words or less. Nothing fancy—just your own simple, sincere words telling your experience with Ivory Soap and how you use it—that's what we're after. And that's how the judges will decide.

**DON'T WASTE A MINUTE!** Send in your first contest entry today!

### SENTENCES LIKE THESE MAY WIN

"I like Ivory Soap because... only two weeks after I stopped using strong soap for washing dishes and changed to Ivory, my hands looked prettier and felt so much smoother."

"I like Ivory Soap because... I've always used Ivory for my complexion—and although I'm nearly 50, I'm proud to say my skin is still smooth and fine."

"I like Ivory Soap because... my doctor ordered Ivory for bathing my 6 weeks old baby—and that's proof enough for me that Ivory is a wonderfully pure soap."

Surely you can write a sentence as good as these, if not better. Do it now!

**CUT OUT THESE HINTS: THEY WILL HELP YOU WRITE YOUR ENTRY**



Do you know that Ivory Soap is so pure that doctors advise it for bathing tiny babies? Perhaps your children were Ivory babies, so you know how gentle Ivory is.



Recently a leading medical journal wrote thousands of doctors asking them which soap they advised for complexion. Most doctors replied "Ivory" than any other soap.



Have you tried Ivory Soap for washing dishes? Many women have found that changing to Ivory for dishes helps keep their hands smooth and soft. It costs only about 1¢ a day.



MADE IN CANADA

99¢/100/PURE-IT FLOATS

Finish sentence "I like Ivory Soap because..." in 25 words or less. Attach wrappers from one medium-size and one large-size Ivory Soap (or facsimiles). Send entry to Ivory Soap, Dept. M1, Montreal, Canada.

"BUICK'S THE BEAUTY"  
A thrill to see-to drive

It's not just the new beauty of line that will delight you—let's the superb action in Buick's great eight-cylinder engine. Space, comfort and good things built into "The Special," Model 41—the fine 8-cylinder, four-door sedan that you may wish

FOR FIRST-PRIZE WINNERS  
IN CANADA—

CASH IN PLACE OF GASOLINE

Instead of receiving gasoline, Buick winners in Canada will receive enough cash to buy 1000 gallons of standard gasoline from their favourite local dealer.

FOR CONTEST NEWS AND PRIZE-WINNERS TUNE IN ON:

**RADIO** "Mary Martin"—C. B. C. Network  
"Gospel Singer"—CJRB, Vancouver  
Montdays thru Fridays—see paper for time, stations

### READ THESE EASY RULES

1. Finish the sentence—"I like Ivory Soap because..." as 25 additional words or less. Write address. Send no extra letters, drawings or photographs with your entry.
2. You can enter these contests as often as you like but each sentence must be accompanied by the wrappers from one medium-size and one medium-size only of Ivory Soap (or facsimiles). Mail to Ivory Soap, Dept. M1, Montreal, Canada.
3. There will be six weekly contests, each with a separate list of prizes. Prizes will appear in paper before our illustrations. Opening and closing dates

CONTEST	OPENING	CLOSING
First	Sun., Jan. 22 (or before)	Sat., Jan. 26
Second	Sun., Jan. 29	Sat., Feb. 4
Third	Sun., Feb. 5	Sat., Feb. 11
Fourth	Sun., Feb. 12	Sat., Feb. 18
Fifth	Sun., Feb. 19	Sat., Feb. 25
Sixth	Sun., Feb. 26	Sat., Mar. 4

4. Entries received before Sunday, January 22nd will be entered in the first week's contest. Therefore, entries will be entered in each week's contest as received. Entries for the final week's contest from Canada and United States must be postmarked before midnight, March 4. Hawaiian entries must be received before March 24.
5. Entries will be judged for originality, aptness and aptness of thought concerning the qualities and uses of Ivory Soap. Decisions of the judges will be final. Entries will not be opened until the prize prizes awarded in case of ties. No entries returned without postage and return, except in case of property of Procter & Gamble.
6. Any resident of Dominion of Canada, Continental United States or Hawaiian Islands, contractor, employee of Procter & Gamble, their adviser, business agent and family members of these persons, Canada subject to all Dominion, Provincial or local regulations. In case of ties, winner in Canada will receive cash equivalent in place of free gasoline.
7. Winners of Hawaiian entries will receive cash prize after the close of each contest, over Ivory contest's Canadian prize presentation. Mary Martin Winner of \$10 cash prize will be notified by mail.

Send for 10¢-entry after March 1, 1939 the conclusion of the 6th and last contest, write Ivory Soap, Montreal, Canada for a list of prize-winners. Knowleg